



Full name: \_\_\_\_\_

## Database quiz

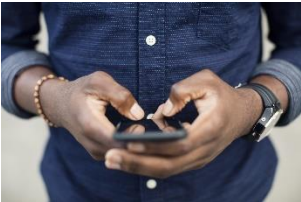
Answer the following questions:

1. Define 'Record' [1]
2. Describe the difference between a flat file and relational database [2]
3. What is a DBMS? [2]
4. Give an example of transaction processing [1]
5. Describe referential integrity [2]
6. State the four ACID rules [4]
7. State what the acronym SQL stands for [1]

### Real-life examples of databases:

How might the following use a database?

Mobile Phone:



Shop:

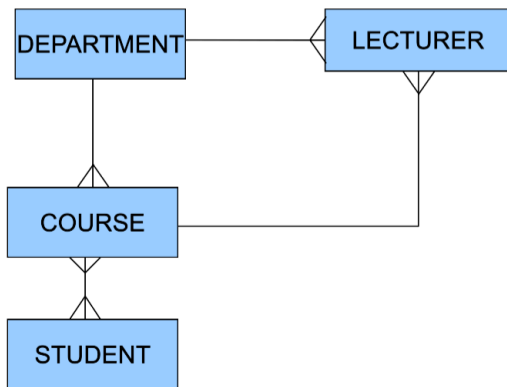


Library:



## Normalisation Exercise

Draw an ER Diagram for the following scenarios identifying the tables needed in these databases e.g.



### Scenario 1

A local education authority (LEA) requires a system to hold details of the applicants who apply for courses run by the local colleges. Each course is run at only one college though more than one course is run at each college. An applicant may apply for several courses. Details are to be kept of the standard qualification that a majority of applicants have, i.e. GCSEs.

### Scenario 2

A country bus company owns a number of buses. Each bus is allocated to a particular route, although some routes may have several buses. Each route is made up of several stages which can pass through a number of towns. A town may be situated along several stages (of different routes of course). One or more drivers are allocated to each stage

## Social Media Sites

### Task 1 - Investigate some Social Media Sites

The table below contains a list of some of the most important social media sites. Complete the details. If you are not familiar with the site you may need to do some research into the features it has. In the 'Likely audience profile' column try to identify the type of people who might use the site and what they might use it for.

Site	Site main features	Likely audience profile
Facebook		
Twitter		
Google		
Instagram		
YouTube		
LinkedIn		
Snapchat		
WhatsApp		

**Task 2 - Write a short report comparing how two different companies use Social Media.**

Watch the video below to help you see how companies use Social Media

<https://www.youtube.com/watch?v=6Fz3yoaZu68>

**Then:-**

You might like to think about a company providing takeaway food like McDonalds v a small local shop selling takeaway food.

Points to help you:-

- Think about how they target their audience
- What language do they use ?
- What types of social media do they use
- Do they use different Social Media to target different types of audiences